

India Influenza Vaccine Market By Type (Inactivated, Live Attenuated), By Indication (Quadrivalent, Trivalent), By Age Group (Pediatric, Adult), By Route of Administration (Injection, Nasal Spray), By Distribution Channel (Hospitals & Pharmacies, Government & Institutional Supply, Other) By Region, Competition, Forecast & Opportunities, 2020-2030F

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Report description:

Market Overview

The India Influenza Vaccine Market was valued at USD 26.76 million in 2024 and is projected to reach USD 41.28 million by 2030, growing at a CAGR of 7.45% during the forecast period. Market growth is being driven by increasing awareness of seasonal flu, rising healthcare investments, and proactive government immunization programs. With densely populated urban centers and a growing emphasis on preventive care among the middle class, demand for influenza vaccines is gaining momentum. Maharashtra stands out as a key contributor due to its advanced healthcare ecosystem and the presence of major vaccine producers like the Serum Institute of India. Technological innovations such as needle-free nasal vaccines are also boosting accessibility and user adoption. Although challenges like vaccine hesitancy, limited rural outreach, and pricing pressures exist, government campaigns and growing participation from private healthcare providers are expected to strengthen the market, positioning India as a growing contributor in the global influenza vaccine landscape.

Key Market Drivers

Increasing Prevalence of Influenza and Respiratory Disorders

The rising incidence of influenza and other respiratory conditions is a major driver of the influenza vaccine market in India. Chronic respiratory conditions such as asthma and COPD increase vulnerability to influenza-related complications, prompting the need for preventive vaccination. Data from India's Ministry of Health indicates that 28 million people suffer from asthma and 17 million from COPD, making a significant portion of the population susceptible to severe flu outcomes. Seasonal influenza outbreaks,

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including subtypes like H1N1 and H3N2, continue to pose public health challenges. As of March 2023, over 3,000 lab-confirmed cases of various flu subtypes were recorded, while over 9,000 H1N1 cases were reported in 2024, resulting in 178 fatalities by July. These figures underscore the critical need for widespread immunization to mitigate health risks and hospitalizations associated with influenza infections.

Key Market Challenges

Vaccine Hesitancy and Low Awareness

Despite ongoing public health efforts, vaccine hesitancy remains a key challenge in India's influenza vaccine market. Unlike childhood immunization, which benefits from widespread awareness and compliance, adult influenza vaccination is often undervalued. Many individuals mistakenly equate influenza with the common cold, underestimating its potential severity and complications. This perception diminishes the urgency to vaccinate, particularly among healthy adults. Additionally, the prevalence of traditional medicine and self-treatment practices further hampers vaccine uptake. Even within the healthcare sector, inconsistent advocacy and limited emphasis on adult flu vaccination contribute to low adoption rates. Addressing these misconceptions through education and awareness campaigns is crucial for improving vaccine coverage across different population segments.

Key Market Trends

Technological Advancements in Vaccine Development

Advancements in vaccine development are transforming the influenza vaccine landscape in India. New technologies such as cell-based and recombinant vaccines are improving production timelines and immunogenicity. Unlike conventional egg-based vaccines, which face constraints like allergen risks and longer development cycles, cell-based vaccines offer enhanced scalability and effectiveness. The rise of recombinant vaccines, which bypass the need for live virus cultivation, allows quicker responses to evolving flu strains. Additionally, mRNA-based influenza vaccines-modeled after successful COVID-19 vaccines-are under active research and show promise for higher efficacy, rapid adaptability, and durable protection. These innovations are set to improve public health outcomes while increasing vaccine availability and preparedness during seasonal outbreaks.

Key Market Players

- GSK PLC
- Pfizer Inc
- Merck & Co Inc
- Viatris Inc
- AstraZeneca PLC
- Sanofi SA
- Serum Institute of India
- Bharatbiotech International Ltd

Report Scope

In this report, the India Influenza Vaccine Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- India Influenza Vaccine Market, By Type:
 - o Inactivated
 - o Live Attenuated
- India Influenza Vaccine Market, By Indication:
 - o Quadrivalent
 - o Trivalent
- India Influenza Vaccine Market, By Age Group:
 - o Pediatric
 - o Adult
- India Influenza Vaccine Market, By Route of Administration:
 - o Injection
 - o Nasal Spray

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- India Influenza Vaccine Market, By Distribution Channel:

- o Hospitals & Pharmacies
- o Government & Institutional Supply
- o Others

- India Influenza Vaccine Market, By Region:

- o East India
- o West India
- o North India
- o South India

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Influenza Vaccine Market.

Available Customizations:

India Influenza Vaccine Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

- Detailed analysis and profiling of additional market players (up to five).

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